



WOOF CLUB

WHO WE ARE

Woof Club is the first travel agency in Greece for travelers with pets and the only expert business consultants to pet-friendly Greek businesses in hospitality.

We provide integrated hosting solutions for travelers with pets that actually meet their special needs and set the standards for the pet-friendly tourism sector, ensuring that the relationship between the hotel businesses and their clients will be completely balanced.



BEFORE WOOF CLUB

80%

of travelers who stayed in a hotel in Greece with their dog said they were completely disappointed with their experience.

96,4%

of the pet-friendly hotels in Greece do not have a pet policies or equipment to properly accommodate travelers with pets.

€ 460.000

loss in earnings for the Greek tourism industry per year from travelers with pets.

WHO WE ARE TARGETING



**TRAVELERS WITH
PETS**



**PET-FRIENDLY
HOTEL BUSINESSES**

MARKET OVERVIEW

56 million

dog owners in
the EU and around 700.000
in Greece

67%

dog owners travel at least
once per year with their dog
for holiday

4.500

pet friendly hotels & villas all
over Greece

\$130 billion

spent worldwide per year
in the pet industry

WHAT WE DO

SERVICES FOR TRAVELERS

Travelers with pets can enter the Woof Club platform and search for a certified pet-friendly hotel in the destination they want to visit. At the same time, they can choose among extra services and products for their pet, such as veterinary coverage or a Travel Kit Box Paw, which includes everything that they might need in their journey.



CERTIFIED PET-FRIENDLY HOTELS



PET ACTIVITIES AT DESTINATION



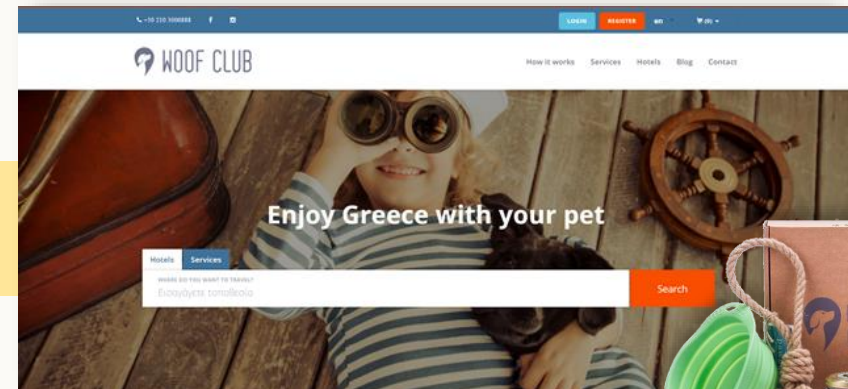
VETERINARY COVERAGE



PET-FRIENDLY TRANSFER



PET CARE SERVICES



SERVICES FOR HOTELS



BOOKINGS



PET POLICIES



EQUIPMENT



NETWORK



CERTIFICATION

OUR NETWORK

Woof Club cooperates with approximately 1.000 certified pet-friendly properties across Greece and is constantly expanding its network.

In addition, we work with a number of external partners for the provision of specialized services for the affiliated hotels, but also for travelers with pets, which include veterinary cover, pet-sitting, pet grooming and pet walking.

Woof Club will soon begin a collaboration with a fleet of 400 vessels, with a view to expand its activities in the maritime tourism and yachting, organizing pet-friendly cruises.



REVENUE STREAMS



B2B Annual Membership fee

1

B2B Woof Tech projects

2

**B2C Booking Commission fees
(accommodation + cruises)**

3

**B2C Concierge Services
fee**

4

OUR VISION



Woof Club's vision is to raise the standards in pet-friendly hospitality worldwide transforming popular travel destinations into pet-friendly heavens. We deliver a unique travel experience for travelers with pets and we educate the Greek tourism to innovate and respond effectively to the growing market of pet-friendly tourism.

Making Greece an international pet-friendly travel destination

WE TRAVEL
TOGETHER

